

LINKING **COMMUNITY** AND **WORKPLACE**  
HEALTH PROMOTION

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**LEARNING CIRCLE**

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2017 American Heart Association Workplace Health Symposium

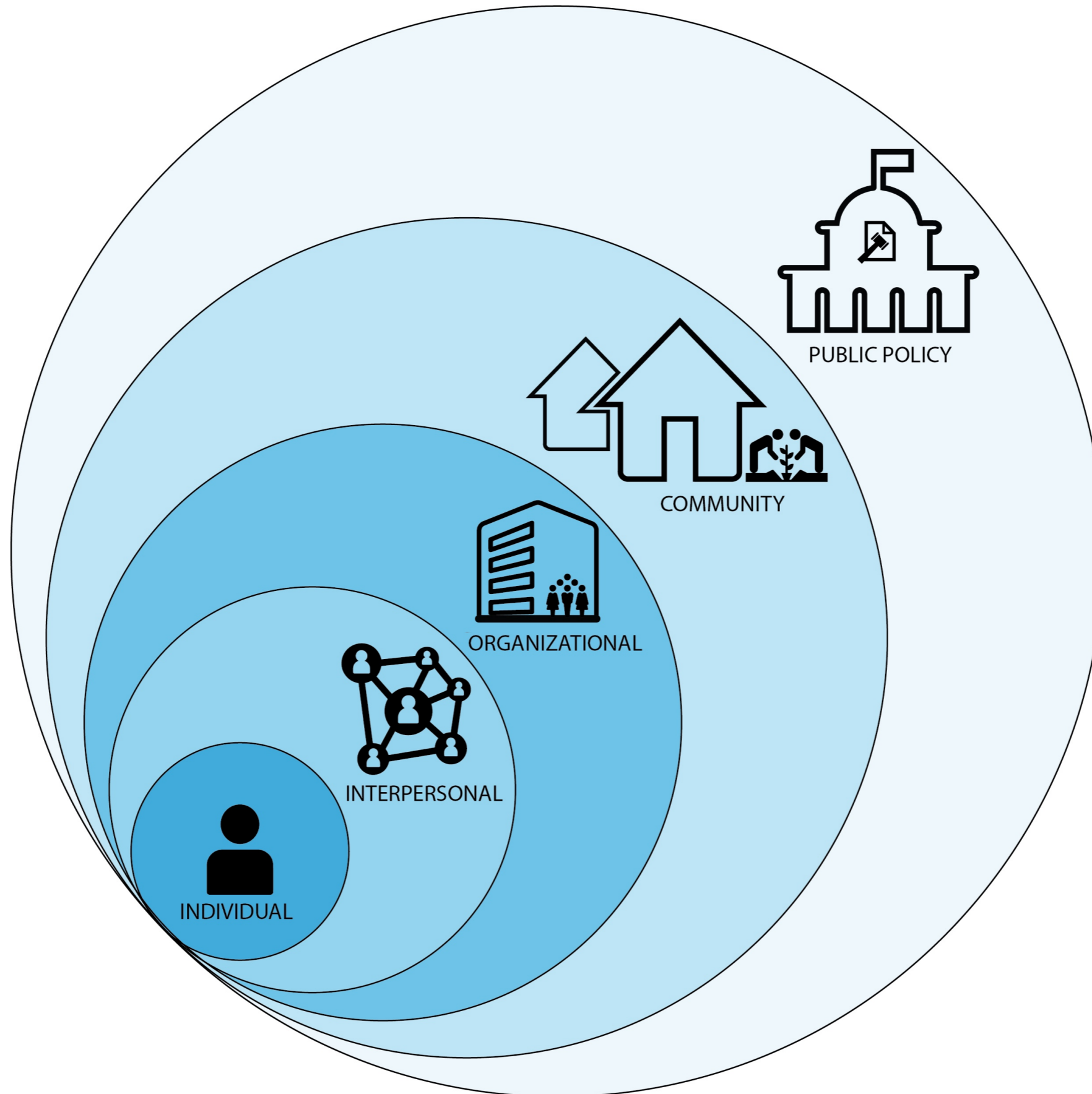
Describe the value of partnerships between employers and the community to impact better health where we live, learn, work and play, by listing at least one business gain and one community gain.

Demonstrate the link between community and workplace health with at least one example of how your organization currently engages, or could engage, in a cross-collaboration of community and workplace health.

Identify 3 - 5 resources for continued learning and reference on the topic of linking community and workplace health promotion.

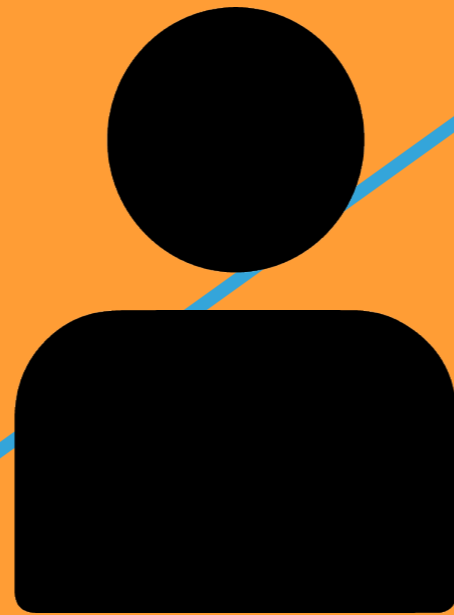
**“WORKPLACE HEALTH PROMOTION IS INSUFFICIENT WITHOUT COMMUNITY HEALTH PROMOTION.”**

**Vitality Institute, Beyond the Four Walls**





**AVERAGE OF  
47  
HOURS/WEEK**



**AVERAGE OF  
121  
HOURS/WEEK**



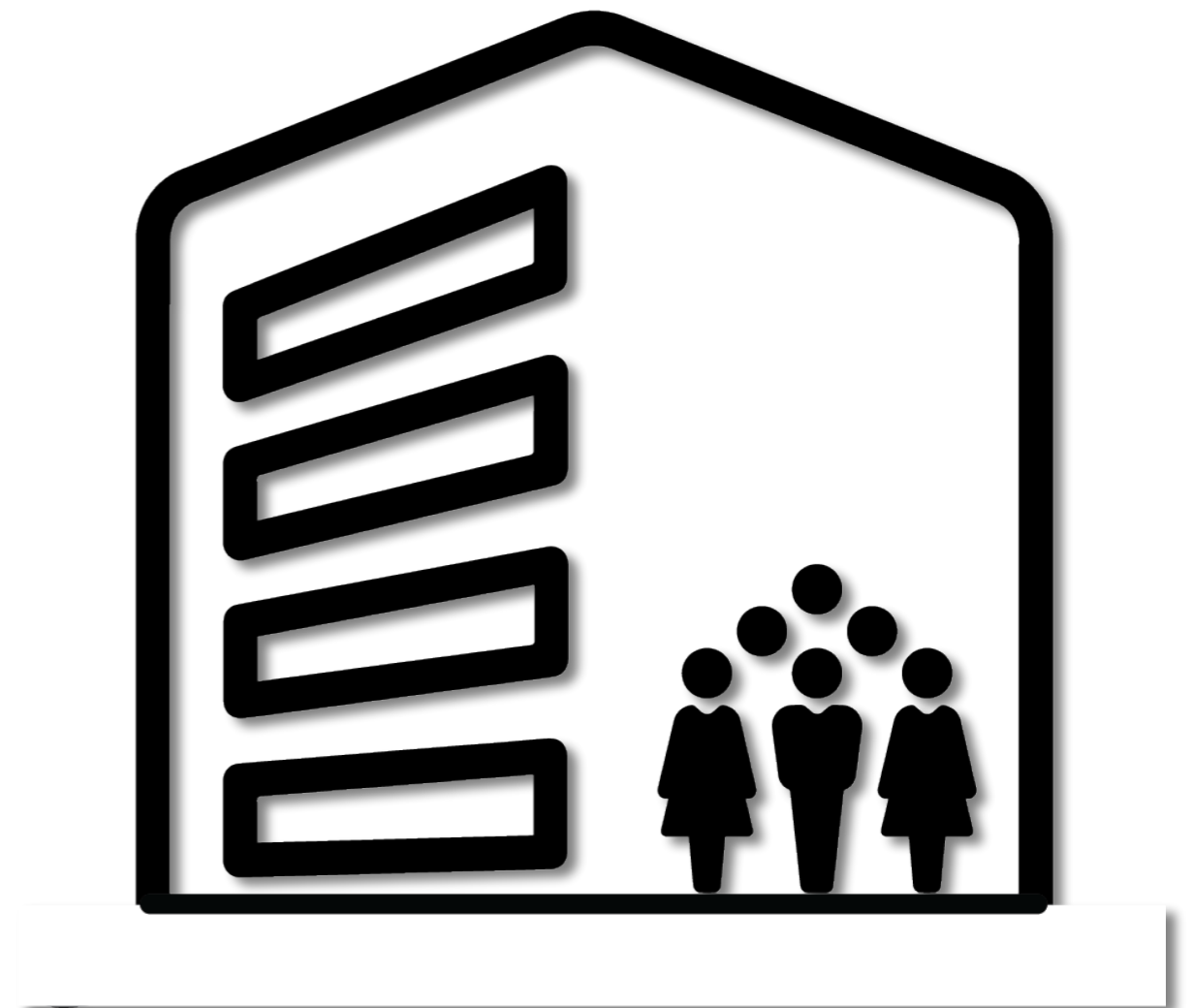
## COMMUNITY GAINS



- ▶ Building capacity
- ▶ Managing budget
- ▶ Leveraging technology capabilities
- ▶ Attraction of business investment
- ▶ Improved population health

## BUSINESS GAINS

- ▶ Improving and maintaining the health of employees, dependents and potential future employees
- ▶ Increasing retention and long-term business performance among workforce
- ▶ Improved reputation and public interest in the business
- ▶ Attention of potential partners and investors





**Applying a  
Health Lens**



**Multi-  
Stakeholder  
Coalitions**



**Community-  
Driven Efforts**



**Business-Led  
Efforts**

# EMERGING PRACTICES

IN LINKING **COMMUNITY** AND **WORKPLACE** HEALTH





**Applying a  
Health Lens**

**“APPLYING A HEALTH LENS”  
REFERS TO THE POTENTIAL FOR  
PRIVATE SECTOR STAKEHOLDERS  
TO CONSIDER HEALTH EFFECTS IN  
DECISIONS MADE WITHIN  
RELEVANT DOMAINS – FOR  
EXAMPLE: EDUCATION, HOUSING,  
TRANSPORTATION AND URBAN  
PLANNING.**



**Multi-  
Stakeholder  
Coalitions**

**COALITIONS ARE COMPRISED OF PUBLIC, PRIVATE AND GOVERNMENT PLAYERS. THEY ARE ORGANIZED AT A STATE, COUNTY OR CITY LEVEL – OR AS LARGER NATIONAL ALLIANCES WORKING IN MULTIPLE GEOGRAPHIC LOCATIONS – ALL WITH THE MISSION TO TARGET A SPECIFIC PUBLIC HEALTH RISK FACTOR.**



**Community-  
Driven Efforts**

**THE HEALTH OF A POPULATION CANNOT BE IMPROVED BY ONE PERSON OR ONE ORGANIZATION. MANY FACTORS INFLUENCE HEALTH AND ALL MUST BE ADDRESSED IN A COORDINATED WAY WITH A RANGE OF INDIVIDUALS AND ORGANIZATIONS WORKING TOGETHER.**



**Business-Led  
Efforts**

**THERE ARE MANY WAYS THAT BUSINESSES CAN ENGAGE IN, OR INITIATE, HEALTH PROMOTION THAT EXTENDS BEYOND THE WORKPLACE SETTING. IDEALLY, THE APPROACH IS INTENDED TO IMPACT POPULATION HEALTH AND EFFORTS ARE DOCUMENTED AND EVALUATED WITH ESTABLISHED INDICATORS FOR SUCCESS.**



**Business-Led  
Efforts**

## Examples of Business-Led Efforts:

- ▶ DOW Chemical Co.
- ▶ Healthy KC's Workplace Action Team
- ▶ The Valley Health Alliance
- ▶ Colorado Culture of Health Conference

## ACTION PLAN

### THINK ABOUT YOUR BUSINESS CASE

- ▶ Align with your organization's vision and values
- ▶ Leverage your business case for your workplace health promotion program
- ▶ Determine the business gains that are most relevant to your organization

### ESTABLISH YOUR FOCUS AREA

- ▶ Review health and wellness priorities in your workplace population that have cross-over to the community
- ▶ Utilize resources to refine focus such as: your local health department and County Health Rankings  
<http://www.countyhealthrankings.org>

### IDENTIFY PARTNERS & INITIATIVES

- ▶ Align workplace wellness initiatives with community events and service projects
- ▶ Utilize the CDC's tools for community action
- ▶ Show your commitment to public health by signing up as a partner organization for National Public Health Week

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## THINKING THROUGH YOUR BUSINESS CASE

- ▶ What is one of your organization's business priorities, or a component of the company's vision/values, that could align with developing or engaging in community health?
- ▶ If you have a workplace health promotion program, what are the key points that are used to describe the business case for supporting the program? Which of these points could you leverage when describing the purpose and value for investment in community health?
- ▶ Which of the potential "business gains" for a business-led community health initiative, do you think would resonate most with your organization's leadership?

## ESTABLISHING YOUR FOCUS AREA

- ▶ What are the health & wellness priorities that you focus on within your workplace health promotion strategy? What data sources do you use to identify the priorities?
- ▶ What cross-over do you see with the health and wellness priorities in your workplace population, and the priorities within your community?

## SHARING YOUR BUSINESS-LED EFFORTS / BRAINSTORMING IDEAS

- ▶ Share any community health initiatives that your organization is involved in. What's the initiative and what's the "business gain" for being involved?
- ▶ Share ideas for community health initiatives that your organization could develop or get involved in.

**LET'S HEAR FROM THE GROUPS!**

**ANY QUESTIONS?**



## RESOURCES



<http://get-hwhc.org>



<http://thevitalityinstitute.org/projects/community-health/>



<https://www.cdc.gov/nccdphp/dnpao/state-local-programs/health-equity/framing-the-issue.html>

<https://www.cdc.gov/nccdphp/dch/programs/partnershipstoimprovecommunityhealth/index.html>



Robert Wood Johnson  
Foundation

<http://www.cultureofhealth.org>

County Health  
Rankings & Roadmaps

Building a Culture of Health, County by County

<http://www.countyhealthrankings.org/>



<http://www.nphw.org>

# HEALTHIEST NATION 2030

April 3-9, 2017 • National Public Health Week

## TAKE-AWAYS:

1. ATTEND THE CO CULTURE OF HEALTH CONFERENCE TO HEAR FROM A PANEL OF LOCAL EMPLOYERS WHO ARE PRIORITIZING THEIR COLLABORATION BETWEEN WORKPLACE AND COMMUNITY HEALTH
  2. BRAINSTORM AT LEAST ONE WAY IN WHICH YOUR ORGANIZATION CAN TAKE ACTION
  3. RESEARCH THE RESOURCES FOR CONTINUED LEARNING AND ACTION PLANNING
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# #WORKPLACEHEALTH

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